PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: . Mr. J. E. Wickham **Date:** August 28, 1990

From: . Barbara S. Mait

Subject: . New Brand Introduction - Winston Lights 83 Box

R. J. Reynolds is marketing Winston Lights 83 Box cigarettes in Louisville, Kentucky. The filter length is 8 mm longer and the tipping paper length is 4 mm longer while the rod length is 4 mm shorter than the Winston Lights 80 (Box) product currently on the market. The circumference is 24.7 mm. The cigarette paper is a 50/50 mixture of wood pulp and flax fibers. This product delivers 9 mg tar and 0.7 nicotine which is similar to the smoke delivers of Winston Lights 80 (Box). These changes are consistent with those previously noted on the Camel Lights and Magna Lites 83 products. The data for the 83 (Box) product are based on one carton. Additional samples have been ordered.

BSM:mgy

cc: Mr. H. Burnley
Mr. J. Campbell
Dr. J. Charles
Mr. S. Darrah
Mr. P. N. Gauvin
Mr. R. P. Heretick
Dr. K. Houghton
Mr. W. Kuhn
Dr. C. J. Levy
Mr. J. L. Myracle
Mr. F. E. Resnik
Mr. M. Serrano
Mr. H. L. Spielberg
Mr. M. Suter
Central File

Attachment

PM3000831468

Source: https://www.industrydocuments.ucsf.edu/docs/mkpk0001